IT Strategy
Developing an IT agenda to position the business for the future
IT leaders are accustomed to the balancing act between evolving business needs and demands to squeeze more value out of limited IT budgets. Now, they have the added complexities of helping to innovate and grow the business while managing risk. Digital technologies are emphasizing the need for a more agile, enduring IT strategy with IT investments that support the future needs of the business.

Looking ahead, being a master of a “single speed” IT function is no longer enough. IT organizations will need to be multi-speed—taking advantage of business opportunities—such as boosting customer engagement via new digital channels or winning customers in emerging markets—alongside their traditional role as implementer. In particular, IT is critical in satisfying the heightened need for data insights as today’s executives seek accurate, real-time information that supports decision making, reduces risk and drives improvements.

IT Strategy can help power the business by defining a practical road map and identifying the capabilities and operating model needed to deliver IT value, business resilience and IT agility in the future.

How Accenture helps

Accenture has a track record of IT strategy experience that helps organizations swiftly realize value—organizations can increase their bottom line by as much as five percent.

Where we helped:

A **global energy company** with operations in more than 27 countries needed a global IT investment and organizational plan that was closely aligned with its business strategy. With the help of Accenture, the global energy company gained a new IT organization with clearly defined roles and responsibilities and improved efficiency. IT governance bodies have been established to serve as steering committees between IT and business stakeholders, and a new enterprise architecture is supporting growth, both organic and from mergers and acquisitions. Overall, the company enjoys new IT applications that are better able to support business processes—and an estimated net present value of investment that is now three times greater than when it was originally approved.

**A global consumer goods** company wanted to take advantage of market opportunities more quickly while reducing product and process complexity. Because business information was seen as a critical enabler, the company wanted to make substantial improvements in how it managed and exploited information to deliver strategic value. The Accenture solution enabled the company to effectively manage information and track progress in improving the quality and delivery of critical business information. Overall, the company gained a business information road map that supports the organization’s strategy and operating model.
Our approach

Our IT strategy services help organizations shape the direction of IT. We focus not only on the core elements of IT, but also on strategic development efforts: aligning business and IT so that IT can deliver more value. We collaborate with IT and business leaders to address immediate IT needs and to position IT organizations to deliver more business benefits in the future. Our IT strategy services address a wide range of business and technology challenges and can be customized to meet the needs of any organization.

The Accenture approach to IT strategy is built on our proven IT strategy framework that can be tailored to suit the individual needs of an organization. The framework includes a five-step process to help companies develop the right IT strategy for their business (see Figure 1).

We help identify and prioritize the improvement opportunities based on how IT investments can contribute to business value. We believe there are three core ways that value today can translate into future returns: first, by creating new IT-enabled business models; second, by using IT to get the most from current business processes and models, and finally, by making the best of the existing IT functions. We help organizations achieve this potential value by developing their future-state IT architecture and operating model. In this way, we help determine how the organization’s IT can adapt to support the enterprise in the future.

Figure 1. The Accenture approach to IT strategy addresses the core elements of IT as well as business-IT alignment and stakeholder buy-in
Our services

Our IT strategy services comprise:

- **Digital strategy**: addressing the issues, decisions, actions and investments required in IT to create a digital business

- **IT value strategy**: shaping the direction of IT to align the overall shareholder and business vision and objectives and drive measurable improvements

- **Technology innovation and ecosystems**: exploring new and emerging technologies to create a vision of how technology will shape the future and invent the next wave of cutting-edge business solutions

- **IT in mergers and acquisitions**: achieving IT and business synergies to capture maximum value from M&A deals through IT due diligence, smooth integration and carve-out support

- **Cloud strategy**: enabling companies to access IT-based services, including infrastructure, applications, platforms and business processes, via the Internet to shape organizations’ cloud journeys

Why Accenture Strategy?

Accenture Strategy collaborates with organizations to determine the best approach, using powerful, tried and tested methodologies and diagnostic tools to accelerate project completion, reduce cost and minimize risk.

Accenture Strategy brings:

- **Business and IT perspectives**: working at the intersection of business and technology strategy, we address how delivering the New IT can drive value and engage buy-in from critical stakeholders to align IT to the business

- **End-to-end strategy services**: developing pragmatic strategies, we help organizations prepare to implement rapidly and effectively to realize rapid returns

- **Tried and tested tools and methodologies**: using powerful intellectual property, methodologies and diagnostic tools, industry-specific and standards-compliant, we help organizations achieve results faster while reducing cost and risk

- **Skilled resources**: teaming our experienced strategists with organizations’ practitioners, our people help to deliver the full benefits of collaborative practices

- **Global reach**: drawing on a global network of experienced industry and business process professionals, we provide a leading combination of skills and knowledge tailored to an organization’s needs

Above all, we enable organizations to achieve specific, measurable business results from IT spending, balancing IT cost reduction with the need to support new business capabilities, growth and globalization.

By implementing an effective IT strategy, organizations can increase the enterprise’s bottom line by as much as five percent.
About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 319,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.